



2015 MEDIA KIT



massachusetts
new hampshire
maine connecticut

boston

northampton

rhode island

massachusetts

maine new hampshire

connecticut

boston

vermont

northampton

rhode island

The Rainbow Times

The Freshest Lesbian, Gay, Bisexual and Transgender Newspaper in New England

NEW ENGLAND'S LARGEST LGBT NEWSPAPER & PRIDE PROJECTS PRODUCER SINCE 2006

OUR READERS

83.8%

ARE LOYAL EXCLUSIVELY TO THE RAINBOW TIMES. THESE READERS DO NOT READ ANOTHER NEW ENGLAND LGBT PRINT PUBLICATION*

35.7%

are 18-34

37.9%

are 35-54

26.4%

are 55+

60%

MALE

40%

FEMALE



Race & Ethnicity

78.1%

WHITE/NON-HISPANIC

21.9%

PEOPLE OF COLOR

HISPANIC/
LATINO

AFRICAN
AMERICAN

ASIAN

OTHER &
MIXED

Return on Investment

88.1%

ARE INFLUENCED BY COMPANIES THAT ADVERTISE IN LGBT MEDIA. OF THIS PERCENTAGE, MOST INFLUENCE IS REFLECTED IN SELECTION OF RETAIL STORES, RESTAURANTS, TECHNOLOGY, ALCOHOL BRAND, AUTOS, PERSONAL CARE, HEALTHCARE, BANKS, INSURANCE, CLOTHING BRANDS, HOTELS, AIRLINE TICKETS, AND VACATIONS/CRUISES/TOURS.

62.3%

WILL TELL THEIR FRIENDS IF A BRAND, COMPANY, OR PRODUCT IMPRESSES THEM. BY ADVERTISING WITH US, YOU WILL BE REACHING AN EXTREMELY LOYAL MARKET.

57.1%

WILL PAY MORE FOR A PRODUCT MADE BY A COMPANY THEY TRUST. REACHING OUT TO OUR READERS IS AN EXCELLENT WAY TO START TO BUILD THAT TRUST.

Within
12
Months

The Arts

Income & Education

39.4%

Have a household income of \$150,000 or greater

77%

REPORT DOING WELL FINANCIALLY

84.1%

HAVE EARNED AT LEAST A COLLEGE EDUCATION

75.2%

ARE EMPLOYED IN PROFESSIONAL JOBS

12.9%

ARE CURRENTLY RETIRED

13.8%

ARE CURRENTLY STUDENTS

Travel

43.8%

PLAN TO PURCHASE A MAJOR VACATION WITHIN 12 MOS.

40.3%

TOOK A LEISURE VACATION IN THE PAST 12 MOS.

28.5%

TRAVELED TO ANOTHER COUNTRY IN THE PAST 12 MOS.

GLOBAL REACH

31

States

17

Countries

79.5%

PLAN TO BUY TICKETS TO PERFORMING ARTS (MUSIC, THEATER, EVENTS.)

Lifestyle

85.2%

DO NOT HAVE CHILDREN UNDER 18 IN THE HOME

83.5%

HAVE A DOG OR CAT IN THE HOME

90.7%

REPORT AN INCREASE OR NO CHANGE IN READING LGBT NEWSPAPERS

36.6%

CONSUMED AT LEAST 1 ALCOHOLIC DRINK/WEEK

94.2%

DESCRIBE THEMSELVES AS HAVING TO HAVE THE LATEST GADGETS

36.8%

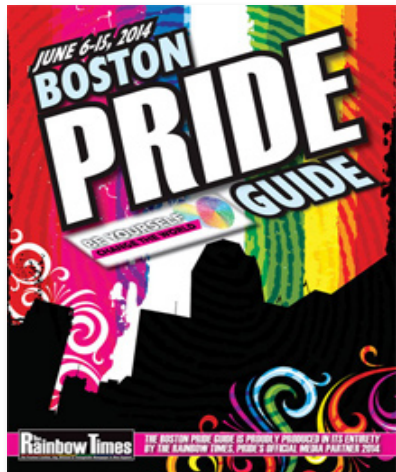
PURCHASED REAL ESTATE WORTH MORE THAN \$250K

68.3%

PLAN TO REMODEL THEIR HOME



OUR PRODUCTS



THE PRIDE GUIDE OUT JUNE-SEPT 2015

The Rainbow Times will design & produce the only comprehensive Pride Guide for 2015 versatile enough to fit in your pocket. This semi-glossy, full color, mini-magazine will be the go-to source for New England's largest Pride celebrations such as Boston Pride, Rhode Island Pride, Worcester Pride, North Shore Pride, Unity Pride and more.

This user friendly Pride Guide will be available throughout all Pride celebrations in New England at numerous venues, events and at the Pride parades & festivals from June - September 2015, the longest distributed Pride Guide with the greatest reach in New England. It will also be inserted into each issue of The Rainbow Times June edition.

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NEW ENGLAND PRIDE MAP

The Rainbow Times will design & produce the only New England Pride Map 2014, featuring all of the major pride celebrations in the region. This foldable, 11x17 pocket-sized, full color, glossy map will showcase the parade routes, LGBTQ events throughout the Pride Season, and the advertisers who recognize the importance of targeting the prominent LGBTQ community.

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THE RAINBOW TIMES

Boston-based, The Rainbow Times is the largest LGBT newspaper and Pride Projects Producer in New England. As a minority owned publication—half Hispanic, 100% gay, The Rainbow Times has widespread reach amongst various communities and a readership of 75K. Founded in 2006, The Rainbow Times is a liaison that increases awareness of LGBT issues and serves as a vehicle to unify and strengthen the communities throughout the New England region while providing quality news to its diverse readers. ISSN 2169-6136 (online) and ISSN 2169-6128 (print).

Advertising may be purchased separately or packaged with other products for an additional discount.

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WEBSITE, SOCIAL MEDIA & E-BLAST

SOCIAL MEDIA

The Rainbow Times has the largest and most interactive social media platform than that of any other LGBTQ media in New England. Reaching more than **37,000** combined followers, we have made our mark on the social media world. Popular platforms include Facebook, Twitter, Tumblr, Google+ Pinterest and StumbleUpon.

E-BLAST

Our monthly e-blast reaches all of the followers on our social media sites, in addition to our dedicated e-list. Nearly **39,000** people are reached using this platform. Dedicated e-blasts may be sent for organizations & businesses wishing to take advantage of such a wide reach. Yes, that is one e-blast sent out dedicated to just your product or service! Additionally, standard e-blast ads may be purchased at a cost-effective rate.

WEBSITE

The Rainbow Times' website receives an average of **2.2 million** verifiable hits each month. Boasting continually updated news, it has become a popular way for advertisers to target our readers daily. Advertising spots are available in a variety of sizes and appear on each page of the site. Premiere placement is available for a small fee.

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EDITORIAL CALENDAR FOR AN AWARD-WINNING PUBLICATION

Throughout the year, The Rainbow Times offers an array of specific editorial related topics in various editions. This is particularly useful for clients who may only wish to advertise when the editorial calendar aligns with their products or services. Topics covered may include weddings, back-to-school editions, summer fun, fall previews, real estate, health and wellness and so many more. Of course, clients who would like to come in with greater frequency throughout the year are eligible for various individual and packaged discounts.

Since 2006, The Rainbow Times and members of its staff have been proud recipients of numerous awards presented by upstanding organizations within the community for outstanding journalism and commitment to the LGBT community. We are also proud of our ongoing philanthropic work. To learn more, see page 7.

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DID YOU KNOW?

The Rainbow Times has the largest LGBT social media network in New England & its website receives 2.2M verifiable hits/month.

2015 EDITORIAL CALENDAR

The Rainbow Times is comprised of an award-winning team since 2006. With over 25 years in the publishing and journalism industry, our team is comprised of top-notch professionals who have also preseted numerous national and international workshops relating to the field and its evolution. The Rainbow Times boasts the best and most original reporting and widest coverage in New England. Throughout the year, The Rainbow Times offers an array of specific editorial related topics in various editions. This is particularly useful for clients who may only wish to advertise when the editorial calendar aligns with their products or services.

JANUARY

HEALTH AND WELLNESS &
BACK TO SCHOOL

FEBRUARY

CUPID'S VALENTINE'S GETAWAY
WHERE'S THE MONEY/TAX TIPS & FINANCIAL PLANNING

MARCH

GAY FAMILIES/EDUCATION/SUMMER
CAMP PLANNING
SPIRITUALITY

APRIL*

I DO/WEDDING PLANNING
OUR FUTURE/YOUTH ISSUES
NEW ENGLAND PRIDE MAP*

MAY

PRIDE SEASON PREVIEW
HOME & LIFESTYLE
SUMMER IN PROVINCETOWN

JUNE*

PRIDE KICKOFF (BOSTON)
THE PRIDE GUIDE*
SUMMER IN BEANTOWN
PLAY IT SAFE

JULY

SUMMERNIGHT ARTS (CONCERTS, ARTS, EVENTS)
OUR FOUR LEGGED FAMILY/PETS EDITION

AUGUST

BACK TO SCHOOL
FALL ARTS PREVIEW

SEPTEMBER

REALESTATE
HOME & LIFESTYLE

OCTOBER

WINTER IS COMING!
HALLOWEEN

NOVEMBER

HOME FOR THE HOLIDAYS
HOLIDAY CONCERTS/EVENTS

DECEMBER

GAY GIFT GUIDE
HOME FOR THE HOLIDAYS

** Separate Pride Guide magazine or New England Pride Map also produced.
See pp. 6 & 7*

THE RAINBOW TIMES

As a 100% gay-owned publication, The Rainbow Times has widespread reach amongst various communities and a readership of 75K. Acclaimed as the most popular and diverse publication in the region by many, The Rainbow Times is a liaison that increases awareness of LGBT issues and serves as a vehicle to unify and strengthen the communities throughout the New England region while providing quality news, entertainment, lifestyle and features to its diverse readers. ISSN 2169-6136 (online) and ISSN 2169-6128 (print).

PRINT ADS

FULL PAGE COLOR.....	\$1525
FULL PAGE BW	\$1125
1/2 PAGE COLOR	\$950
1/2 PAGE BW	\$600
1/4 PAGE COLOR	\$675
1/4 PAGE BW	\$330
1/8 PAGE COLOR	\$515
1/8 PAGE BW	\$275
1/16 PAGE COLOR	\$425
1/8 PAGE BW	\$175

**ARTWORK DEADLINE:
EVERY 1ST WEDNESDAY**

DIGITAL ADS

WEB BANNER	
300W X 250H	\$425
WEB BANNER-LEADERBOARD	
486W X 60H	\$525
EBLAST-LEADERBOARD	
630W X 75H	\$425
EBLAST-STANDARD	
190W X 220H	\$360
SOCIAL MEDIA PROMOS (3)	
.....	\$650

**DEADLINE: EVERY 1ST
WEDNESDAY**



PayPal™

SPECS

FULL PAGE	9.68W X 10.8H
1/2 PAGE	9.68W X 5.5H OR 4.75W X 10.8H
1/4 PAGE	4.75W X 5.5H
1/8 PAGE	4.75W X 2.75H
1/16 PAGE	2.3W X 2.75H

**.PDF FILE FORMAT | DESIGN
SERVICES AVAILABLE UPON
REQUEST.**

DISCOUNTS

Combine more than one product and receive a substantial discount for a customized advertising package. Frequency discounts for 3x, 6x and 12x also apply. Contact The Rainbow Times at the number below for more information.

PAYMENT

Payment will be accepted by all major credit cards and check. Please note that pre-payment is required by the date indicated below. If payment has not been received, The Rainbow Times reserves the right to not publish the ad in question or for any reason at all.

**PAYMENT DEADLINE:
LAST FRIDAY**



NEW ENGLAND PRIDE MAP

coming on april 30, 2015

The Rainbow Times will design & produce the only New England Pride Map 2015, featuring all of the major pride celebrations in the region. This foldable, 11x17 pocket-sized, full color, glossy map will showcase the parade routes, LGBTQ events throughout the Pride Season, and the advertisers who recognize the importance of targeting the prominent LGBTQ community. We've been producing the popular Pride Map since 2011, reaching 250K readers. Being well-known as the publication in the greater Boston region with the best Pride coverage, special discounts are available for combo packages.

ADVERTISING

EOCONOMY COLOR	\$430
2.1W x 2.75H	
STANDARD COLOR	\$794
4.25W x 2.75H	
BACK COVER	\$1150
4.25W x 2.75H	
DOUBLE STANDARD SPACE	\$1323
4.25W x 5.5H	
VERTICAL COLUMN	\$2390
4.25W x 11H	
HORIZONTAL ROW	\$2390
17W x 2.75H	

RESERVATION DEADLINE: APRIL 15

ARTWORK DEADLINE: APRIL 20

RECEIVE
50% OFF

WHEN YOU PURCHASE A FULL PAGE
COLOR IN THE PRIDE GUIDE.

PAYMENT

Payment will be accepted by all major credit cards and check. Please note that pre-payment is required by the date indicated below. If payment has not been received, The Rainbow Times reserves the right to not published the ad or for any reason at all.

PAYMENT DEADLINE: APRIL 20

HORIZONTAL ROW

THE PRIDE GUIDE

coming on june 6, 2015

The Rainbow Times will design & produce the only comprehensive Pride Guide for 2015 versatile enough to fit in your pocket. This semi-glossy, full color, mini-magazine will be the go-to source for New England's largest Pride celebrations such as Boston, Rhode Island, Worcester, North Shore, Unity Pride and more. This one of a kind Pride Guide will be available throughout all Pride celebrations in New England at numerous venues, events and at the Pride parades & festivals from June - September 2015, distributed longer than any other guide in the region. It will also be inserted into each issue of the Times' June edition, reaching 250K readers.

ADVERTISING

FULL PAGE COLOR	\$875
1/2 PAGE COLOR	\$475
1/4 PAGE COLOR	\$285
1/8 PAGE COLOR	\$225

PREMIUM PLACEMENT:

BACK COVER	\$2078.70
INSIDE COVER	\$1688.70
P.3, P.5, OR P.7	\$1298.70

RESERVATION DEADLINE: MAY 18 | **ARTWORK DEADLINE: MAY 22**

SPECS

FULL PAGE COLOR	5.25W x 9.5H
1/2 PAGE COLOR	5.25W x 4.75H
1/4 PAGE COLOR	2.6W x 4.75H
1/8 PAGE COLOR	2.6W x 2.4H

***ALL ADS ARE FULL COLOR, CMYK, 300 DPI,
.PDF FILE FORMAT PLEASE. DESIGN SERVICES
AVAILABLE UPON REQUEST.**

PAYMENT

Payment will be accepted by all major credit cards and check. Please note that pre-payment is required by the date indicated below. If payment has not been received, The Rainbow Times reserves the right to not published the ad or for any reason at all.

PAYMENT DEADLINE: MAY 22



CONTACT US

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RECENT AWARDS

LGBT CHAMPION IN MEDIA, BOSTON

presented by the Foundation for International Justice

LGBTQ COMMUNITY DIAMOND AWARD

presented by the Imperial Court of W Massachusetts

SOLIDARIDAD AWARD

presented by Boston Pride/Latino Pride